

# WHEN YOU INHALE...

*and all smokers do,  
some of the time!*

REASON it out. Inhaling means more contact of smoke with nose and throat passages . . . so *chances* of irritation must *increase!* Be sure *you* know this vital difference—reported by doctors who compared five leading cigarettes.

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Enjoy this *complete* smoking pleasure,  
—enjoy it *without* worry about  
throat irritation.

**CALL FOR PHILIP MORRIS**  
FINER PLEASURE—PLUS REAL PROTECTION!

AMERICA'S FINEST  
CIGARETTE

Today they cost no more  
than ordinary popular-  
price cigarettes ( ). So  
why deny yourself Philip  
Morris' superiority?



**TASTE BETTER—PROVED BETTER FOR YOUR NOSE AND THROAT!**